

Message Text

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AMCONSUL STUTTGART

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E.O. 11652: N/A

TAGS: ECRP, BEXP, GW

SUBJECT: POST INPUT TO BIC TRADE PHOMOTION PROGRAM/
BEST PROSPECTS

REF: A) STATE A-6238; B) BONN 18400, DEC. 21, 1973

1. BONN FULLY SUPPORTS COMMERCE'S CONTINUING EFFORTS TO IMPROVE THE UTILIZATION OF OUR COMMERCIAL RESOURCES THROUGH THE PROMOTION OF SELECTED PRODUCT CATEGORIES THAT OFFER THE HIGHEST POTENTIAL FOR DEVELOPING INCREMENTAL SALES IN OVERSEAS MARKETS. A PRELIMINARY REVIEW OF OUR TARGET PRODUCT CATEGORIES INDICATES THAT MOST, IF NOT ALL, OF THE PRODUCTS PREVIOUSLY CITED IN REFTEL B CONTINUE TO OFFER AMERICAN EXPORTERS THEIR BEST MARKET POTENTIAL IN GERMANY. WHILE WE RECOGNIZE THE NEED FOR UPDATING SOME OF THE BASIC TRADE DATA IN SUPPORT OF THESE PRODUCT CATEGORIES, WE SERIOUSLY QUESTION THE NEED FOR UNDERTAKING THE FULL-SCALE ANALYSIS CALLED FOR IN ENCLOSURE 3 TO THE REPAIR.

2. SUCH A FULL-SCALE REVIEW WOULD, OF COURSE, BE
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EXTREMELY TIME CONSUMING, INVOLVING A CONSIDERABLE

EXPENDITURE OF MAN-DAYS ON THE PART OF ALL EIGHT POSTS IN GERMANY. THIS EFFORT WOULD, IN OUR VIEW, DETRACT FROM OUR ONGOING EFFORTS TO MEET THE GOALS SET IN OUR COUNTRY COMMERCIAL PLAN FOR FY 75.

3. WE WOULD ALSO LIKE TO NOTE THAT FOR VIRTUALLY ALL OF THE PRODUCT CATEGORIES LISTED IN OUR REFTEL, UP-TO-DATE MARKET RESEARCH, FUNDED BY COMMERCE, IS AVAILABLE IN WASHINGTON. THESE STUDIES, WE BELIEVE, WOULD PROVIDE COMMERCE WITH VIRTUALLY ALL OF THE ADDITIONAL INFORMATION IT REQUIRES TO JUSTIFY THE SELECTION OF THESE PRODUCT CATEGORIES.

4. FOR THESE REASONS, WE BELIEVE THAT IT WOULD BE IN THE BEST INTERESTS OF THE COMMERCIAL PROGRAM IN GERMANY IF COMMERCE WOULD AGREE TO OUR UPDATING THE SUMMARY INFORMATION CONTAINED IN OUR REFTEL WITH AN INDICATION OF THE PERTINENT MARKET RESEARCH AVAILABLE IN WASHINGTON. WHILE WE BELIEVE THAT THIS WILL PROBABLY SATISFY COMMERCE'S NEEDS FOR MARKET DATA ON THE PRODUCT CATEGORIES SELECTED, WE WOULD BE PLEASED TO PROVIDE ANY ADDITIONAL INFORMATION COMMERCE MAY REQUIRE. IN ADDITION, WE WILL UNDERTAKE A REVIEW OF OUR TRADE DATA AND, TOGETHER WITH OUR MOST RECENT EXPERIENCE IN THE GERMAN MARKET, DETERMINE WHETHER ANY ADDITIONAL PRODUCT CATEGORIES SHOULD BE ADDED TO OUR TARGET LIST.

5. ACTION REQUESTED: IT WOULD BE APPRECIATED IF COMMERCE WOULD ADVISE US WHETHER OUR SUGGESTED RESPONSE TO THE REFAIR MEETS ITS APPROVAL.
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